

Halloween

FACTS

OVERALL PLANNED SPENDING & PURCHASE

ITEM	SPENDING	PURCHASE
CANDY	\$3.0 BILLION	96%
DECORATIONS	\$3.2 BILLION	78%
COSTUMES	\$3.3 BILLION	68%
GREETING CARDS	\$0.7 BILLION	45%

OVERALL HALLOWEEN SPENDING



65%

Of people plan to celebrate Halloween in the U.S.



SPIDERMAN

Approximately 1.8 million children plan on dressing like Spiderman in 2021.



\$102.74

Average expected spending on Halloween, up from \$92.12 in 2020.



\$10 BILLION

Planned spending on Halloween in 2021, up from \$8 billion in 2020.

MISSOURI FACTS



66%

The percentage of Midwesterners who plan to celebrate Halloween.



21

Chocolate and Confectionery Manufacturing stores in Missouri with 510 employees making and average weekly wage of \$757.



MILKY WAY

The most popular candy in Missouri is Milky Way, followed by Almond Joy and Hot Tamales.



1,144,562

Children of trick-or-treating age in Missouri (age 15 and under).



44

The number of farms in Missouri harvesting pumpkins in 2017. St. Charles is the number one county in Missouri for pumpkin producing farms with 20.